

BETTER ORGANIZATION, WEBSITE LEADS TO GROWTH

ABOUT IM SOLUTIONS. IM Solutions (IMS) is a technology systems design, installation and software development firm of close to 10 employees based in Melbourne, Florida. IMS designs and implements audiovisual, video and IT communication systems for corporate, government, and educational clients, as well as houses of worship. Solution offerings include video communication solutions for command and control centers, multimedia training spaces, digital signage, and streaming communication applications. IMS rounds out its technology products with custom and off-the-shelf business management ERP reporting software solutions and workflow process improvement dashboards.

THE CHALLENGE. IMS's processes and procedures were overly-complicated, numerous, and not always current. Its web presence was dated and confusing to potential customers. Fortunately, owner Bill Davis connected with GrowFL, an organization that works to support manufacturers through FloridaMakes, a NIST MEP affiliate.

MEP CENTER'S ROLE. GrowFL assisted IMS in clarifying and streamlining its processes and procedures, beginning with the creation of a new organizational accountability diagram. As a small organization, employees end up wearing many hats and have multiple responsibilities that are vague and unclear. Now, instead of a traditional organization chart, IMS has an *accountability* chart that clearly defines the boundaries of each employee's responsibilities.

At the same time, Davis participated in a CEO Roundtable group, where he formulated a vision for the company's new website. "The growth strategies and techniques I'm learning from the CEO Roundtable group are extremely important for the continued success of my business," says Davis. The Traction organizational module provides direction for the new website, and GrowFL helped IMS define a marketing and action plan to add clarity to the company's digital messaging. IMS is enjoying a boost in sales and company leaders recommend GrowFL to other small business owners in the state.

"GrowFL is a tremendous value for any serious business owner. The insight gained through camaraderie with other entrepreneurs and the recounting of their achievements, successes, and failures is eye-opening."

-Bill Davis, Owner

RESULTS



Sales increased by **\$3** million



Modernized and reengineered the company website

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